<u>**AMENDMENTS TO THE CLAIMS:**</u>

The following listing of claims will replace all prior versions and listings of claims in the present application.

<u>**LISTING OF CLAIMS:**</u>

1. (Currently Amended) A system for processing interactive media output from one or more subscribers, comprising:

a collection and aggregation network including:

a collector configured to collect the interactive output from each of the one or more subscribers and to store the collected interactive media output <u>as a flat file</u> ~~in a non-relational manner~~; and

an aggregator operably connected to the collector, the aggregator configured and arranged to collect and aggregate the interactive output from the collector.

2. (Original) The system of claim 1, wherein the collection and aggregation network is configured to process a high volume of the interactive output.

3. (Original) The system of claim 2, wherein the collection and aggregation network processes at least 100,000 responses per second.

4. (Currently Amended) The system of claim 1, wherein the interactive output is processed by the collector and aggregator network so that ~~it~~ <u>collected and aggregated interactive output</u> is transmitted through the system in real time.

5. (Original) The system of claim 1, further including at least one communications message server, operably connected to a plurality of the one or more subscribers and the collector, that receives the interactive output from said plurality of subscribers and formats the output for transmission to the collector.

6. (Original) The system of claim 1, wherein the collector includes a plurality of products, each of the products processing the interactive output corresponding to an event.

7. (Original) The system of claim 6, wherein the products log at least a portion of the interactive output from the event.

8. (Original) The system of claim 6, wherein each of the products generates and sends back response replies to the one or more subscribers.

9. (Original) The system of claim 1, further including a plurality of subscriber networks, each of the subscriber networks being operably connected to at least one

communications message server, wherein the at least one communications message server is operably linked to at least one collector.

10. (Original) The system of claim 9, wherein the at least communications message server normalizes the interactive output received from its corresponding subscriber network for transmission to the at least one collector.

11. (Original) The system of claim 1, wherein the aggregator transmits the interactive output received from the collector to an application server operably connected to the aggregator.

12. (Original) The system of claim 11, wherein the application server is operably connected to a producer event browser via a web server.

13. (Original) The system of claim 1, wherein the application server is operably connected to a developer computer via a web server.

14. (Currently Amended) A method for processing interactive media output, comprising the steps of:
     providing an interactive media subscriber network, said subscriber network including a plurality of access devices configured to transmit the interactive output from a subscriber to said subscriber network;
     collecting the interactive output in a collector operably connected to said subscriber network and storing the interactive output in said collector as a flat file in a non-relational manner; and
     aggregating the collected interactive output in an aggregator operably connected to said collector.

15. (Currently Amended) A method for processing interactive media output, comprising the steps of:
     providing a collection and aggregation system;
     collecting interactive output form from one or more subscribers in the provided collection and aggregation system;
     storing the collected interactive output in a non-relational manner in the provided collection and aggregation system;
     aggregating the collected output in the provided collection and aggregation system; and
     configuring and arranging the collection and aggregation system so that said collecting and aggregating is performed in real time.

16. (Original) The method of claim 15, wherein said collecting and aggregating are performed at a high transaction rate.

17. (Original) The method of claim 16, wherein the transaction rate is a least 100,000 responses per second.

18. (Original) The method of claim 15, further including the step of:

normalizing the interactive output from the subscriber and outputting the normalized interactive output to the collector.

19. (Original) The method of claim 18, further including the step of:

providing a communications message server in which said normalizing step is performed.

20. (Original) The method of claim 15, further including the step of:

processing the aggregated interactive output in an application server for access by a producer.

21. (Original) The method of claim 15, further including the step of:

processing the aggregated interactive output in an application server for access by a developer.

22. (Currently Amended) A system for processing interactive media output and providing feedback to a content producer, comprising:

an interactive media subscriber network, said subscriber network receiving the interactive output from a plurality of access devices;

at least one collector operably connected to said subscriber network that collects the interactive output from said subscriber network and stores the interactive output as a flat file in a non-relational manner; and

at least one aggregator that collects and aggregates the interactive output from said at least one collector, wherein the at least one aggregator provides the interactive output to the content producer.

23. (Original) The system of claim 22, wherein the system processes a high volume of the interactive output in real time.

24. (Currently Amended) An interactive response processing system, the system comprising:

an interactive media subscriber network receiving response requests from a plurality of access devices associated with subscribers;

a communications message server operably connected to the subscriber network that subsequently normalizes the received response requests;

a collector connected to the communications message server that collects the response requests; and

an aggregator connected to the collector that aggregates the collected response requests.

25. (Original) The system of claim 24, wherein the collector includes a plurality of products, each of the products processing the response requests corresponding to an event and logging at least a portion of the response requests.

26. (Original) The system of claim 25, wherein each of the products generates and sends back response replies to the subscribers.

27. (Original) The system of claim 24, wherein the communications message server parses and formats the response requests for transmission to the collector.

28. (Original) The system of claim 24, further including a plurality of collectors, each of the collectors operably connected to the aggregator.

29. (Original) The system of claim 24, further including a plurality of collectors and a plurality of aggregators, wherein each of the aggregators is operably connected to one or more of said collectors.

30. (Original) The system of claim 24, wherein the aggregator transmits aggregated response information to an application server operably connected to the aggregator.

31. (Original) The system of claim 30, wherein the application server is operably connected to a producer event browser via a web server.

32. (Original) The system of claim 24, wherein the application server is operably connected to a developer computer via a web server.

33. (Currently Amended) A method for processing responses in an interactive media network, comprising the steps of:

providing an interactive media subscriber network, said subscriber network including a plurality of access devices configured to transmit response requests from one or more subscribers to said subscriber network;

parsing and formatting each of the response requests;

collecting the formatted response requests ~~in a non-relational manner~~ as a flat file; and

aggregating the collected response requests.

34. (Original) The method of claim 33, wherein the parsing and formatting step is performed in a communications message server, and the collecting step is performed in a collector.

35. (Original) The method of claim 34, further including the step of:
sending one or more response replies to at least one of the one or more subscribers via the subscriber network.

36. (Original) The method of claim 33, wherein the collecting step includes logging at least a portion of the response requests.

37. (Original) The method of claim 33, further including the step of:
providing access to aggregated response information to a producer via a producer event browser.

38. (Original) The method of claim 33, further including the step of:
providing access to aggregated response information to a developer via a developer computer.

39. (Cancelled).

40. (Previously Presented) The system of claim 41, wherein the n collectors can process at least n multiplied by 100,000 responses per second.

41. (Currently Amended). A system for processing interactive media output from one or more subscribers, comprising:
n collectors configured to collect the interactive output from each of the one or more subscribers and to store the collected interactive media output as a flat file, where n is an integer greater than or equal to 1; and
at least one aggregator operably connected to the n collectors, the at least one aggregator configured and arranged to collect and aggregate the interactive output from the n collectors,
wherein the n collectors and the at least one aggregator process a high volume of the interactive output, wherein the n collectors and the at least one aggregator process the interactive output in real time.

42. (Previously Presented) The system of claim 41, wherein n is an integer greater than or equal to 2, and the n collectors can process at least n multiplied by 100,000 responses per second.